

GOVERNMENT OF ANDHRA PRADESH
ABSTRACT

CINEMAS – Prakasam District – Permission to alter the seating arrangements in all the three screens and also maintain three classes in all the three screens with a special rate of admission to M/s Gorantla Multiplex Complex, Ongole – Orders – Issued.

HOME (GENERAL.A) DEPARTMENT

G.O.Ms.No. 136

Dated: 26-02-2009.

Read the following:

1. From the Joint Collector, Prakasam District, Ongole letter Rc.C1/896/2008 dated 23-10-2008.
2. Representation dated 02-12-2008, of Sri G.Veera Narayan Babu, Proprietor, Gorantla Multiplex Complex, Ongole.

ORDER:

In the reference read above, the Joint Collector and Licensing Authority, Prakasam District, has reported that the Proprietor, Gorantla Complex, having Srinivasa, Sreedevi and Padmavathi Theatres has put in an application stating that they are having Form 'B' licences valid up to 31-12-2008, for the three theatres i.e., Srinivasa, Sreedevi and Padmavathi Air condition theatres now called as Screen 'One', 'Two', and 'Three' to resume operation of the three Screen Multiplex and also requested for issue of a combined B-Form Licence for the above three Screen Multiplex of Gorantla Multiplex.

2. The Joint Collector and Licensing Authority, Prakasam District, has also reported that the individual theatres i.e., Srinivasa, Sreedevi, Padmavathi Air Condition Theatres, are having licences valid upto 31-12-2008. The theatre management is having set out with the goal of bringing the best cinema viewing experience to the patrons and setting a new benchmark in Cinema Exhibition and given a complete face lift to the three erstwhile theatres converting them into a state of the Art, Modern 3-Screen Multiplex. The Management has installed state of art computerized Integrated Ticketing System, which will ensure full-proof ticketing to enable 100% transparency and accountability. They offered the modern Xenon Console projection and acoustic systems, interiors of international standards, stadium style high back seating and family seats arm-rests, high levels of hygiene. The redevelopment of erstwhile Gorantla Trio Theatre

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Complex into its existing state has been achieved at a huge expenditure and as in any business venture, a sound return on investment and profitability are key to sustaining delivery of high quality over the long time. The operating of this multiplex at the prevailing rate of admission would be completely unviable making it impossible to sustain their business model.

3. Further, the Joint Collector and Licensing Authority, Prakasam District, has reported that Government have fixed a ceiling on admission of higher classes with a maximum rate of Rs.30/- for Air Condition theatres located in Selection Grade & Special Grade Municipalities. The existing upper class rate in these three theatres are Rs.30/-. The Ongole Municipality comes under Selection Grade Municipality and Head Quarter of the District. The population of the Ongole Mandal is 1,96,425 as per 2001 census. But the other Mandals i.e., S.N Pandu, Chimakurthy, Tangutur, N.G Padu, Kothapatnam and Maddipadu are the adjoining Mandals to the Ongole Mandal. They are all rural Mandals. The Joint Collector & Licensing Authority recommended considering the proposal.

4. In the reference second read above, the Proprietor, Gorantala Multiplex Theatre Complex, Ongole has represented that the three theatres running in the said Complex i.e., Srinivasa Air Condition Theatre, Sridevi Air Condition Theatre and Sri Padmavathi Air Condition theatre with three different licences. Due to the prevailing Multiplex culture all over the India, he took for the re-modification of the theatres and spent huge sums converted them into a multiplex with three screens providing all ultra-modern amenities such as good courts, entertainments, shops etc., for the public convenience fulfilling all the norms as prescribed by the Government. He has also represented that in some States, like West Bengal, Multiplexes are permitted with three classes whereas so far in our State in the metro cities of Hyderabad and Vijayawada a Single Class is maintained. But whereas the Ongole is District headquarter, it is not feasible to maintain a single class. Hence, he has requested to consider his case as a special case to provide three classes for running of his Multiplex. This will not only attract all the Sections of the Society, whereby the expected collections will not only make them profitable but also provide revenue to the Government. He has, therefore, requested to convert their three Licences into a single Multiplex Licence and also permit them to provide the three Classes and rate of admission.

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5. Government after careful examination of the matter, and also keeping in view of the concept of Multiplex Theatres, hereby allow to increase/alter the seating arrangements in all the three Screens, as indicated in the table below and to maintain three classes in all the three Screens with a special rate of admission, including maintenance charges, as a special case, for their Multiplex without restriction of rate of admission as applicable to the ordinary theatres in relaxation of the orders issued in G.O.Ms.No.175, General Administration (I&PR-II) Department, dated 02-04-2005, and also to provide/grant single Multiplex Licence for the above three Screens in the Gorantla Multiplex Theatre Complex:

. GORANTLA MULTIPLEX THEATRE COMPLEX

Screen-I	No. of Seats	Rate of Admission (including Maintenance Charges)
Upper Class	450 seats	Rs.65-00
II Class	200 seats	Rs.40-00
III Class	200 seats	Rs.15-00
Total Seats	850 seats	
Screen-II		
Upper Class	255 seats	Rs.65-00
II Class	90 seats	Rs.40-00
III Class	85 seats	Rs.15-00
Total Seats	430 Seats	
Screen-III		
Upper Class	175 seats	Rs.65-00
II Class	55 seats	Rs.40-00
III Class	55 seats	Rs.15-00
Total Seats	285 seats	

6. The District Collector and Licensing Authority, Prakasam District, is requested to make necessary changes to the Form 'B' Licence of Srinivasa, Sreedevi, Padmavathi Air Condition Theatres as Gorantla Multiplex Complex and rates of admission as ordered above.

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7. A copy of this order is available on Internet and can be accessed at address <http://www.ap.gov.in/goirt>

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRA PRADESH)

AJOYENDRA PYAL,
PRINCIPAL SECRETARY TO GOVERNMENT.

To
The District Collector, Prakasam, Ongole.
The Joint Collector & Licensing Authority, Prakasam, Ongole.
Copy to Sri G.Veera Narayan Babu,
Proprietor, Gorantla Multiplex Complex,
Copy to P.S. to M(I&PR, Cine, T.C.,A&M.A.).
Copy to the P.S. to Principal Secretary to Government,
Home Department.
SF/Scs.

// FORWARDED :: BY ORDER //

SECTION OFFICER